

APPROVED



**SCOTTSDALE HUMAN RELATIONS COMMISSION
PINNACLE TRAINING ROOM
7575 EAST MAIN STREET
SCOTTSDALE, ARIZONA 85251
MONDAY, SEPTEMBER 13, 2004**

MINUTES

COMMISSIONERS PRESENT: John Tutelman, Chair
Ken Culver, Vice Chair
Marty Gendron, Commissioner
Enid Seiden, Commissioner
Aubrey Strickstein, Commissioner

ABSENT: Carol Padwe, Commissioner
Ted Tyler, Commissioner

STAFF PRESENT: Velicia McMillan, Staff Liaison

OTHERS PRESENT FOR ALL OR PORTIONS OF THE MEETING:

Paul Wieser
Mark Rothman
Bill Straus
Davida Smith

CALL TO ORDER

Chair Tutelman called the meeting to order at 5:26 p.m.

ROLL CALL

A formal roll call confirmed members present as stated above.

WAYS TO COLLABORATE WITH ANTI DEFAMATION LEAGUE

Bill Straus, Arizona Regional Director, Anti-Defamation League, presented information on ways to raise community awareness of hate crimes. He explained that there are two things that can be done that would not break the coffers of the City of Scottsdale and have been proven effective. The first option would be Law Enforcement training on extremists and hate crimes. The training is a half-day for each and could be done with one morning session and one afternoon session. The second option is centered in schools.

Dr. McMillan explained that Commissioner Gendron was the person who put this issue on the table regarding ways for the Commission to collaborate with the Anti Defamation League to educate the community and promote unity. She requested Commissioner Gendron share what he had envisioned. Commissioner Gendron stated that he wanted to know what programs were available and based on the funding restrictions determine the programs that would be most beneficial to the community.

Paul Wieser, Educational Director, Anti-Defamation League, reported the educational component called World of Difference has been around since 1985 not that there are a myriad of programs under that title. He further reported that there are programs for certificate staff and K-12 programs. Mark Rothman, Anti-Defamation Committee Educational Chair, reported that this program is an international program.

Commissioner Gendron inquired about the curriculum. Mr. Weiser stated there is a manual that consists of a series of activities that can be incorporated into lesson plans throughout the year or it can stand-alone. It fits best with communications and social studies. Mr. Rothman noted the program meets national standards. Mr. Wieser stated he should have brought the manuals noting each lesson has an objective within the category. Mr. Straus gave examples of an exercise from a training he participated in. Information on other activities was also presented. The general message of the exercises is not to wipe out bigotry and hatred; the message is to expand awareness. Information was also presented on the Pyramid of Hate program and the peer training.

Commissioner Seiden requested information on how these programs are being funded. Mr. Wieser replied that programs are through grants, the ADL pays for them. He reported that they have a good relationship with McDonalds and have funded high school programs. They contact corporations who have a diversity mission who want to sponsor this type of activity. It was noted that the manuals are \$40.00 each.

Commissioner Strickstein inquired as to whether the ADL has worked with any of the Chambers. He stated that he is on the Small Business Advisory Council and they are in the process to define the one or two things to take on and be brought up to a stronger business partnership with the schools and this would fit nicely. Mr. Rothman presented information on their many corporate partners.

Mr. Straus commented that the Gilbert story is a good one. He explained that Dave Thompson ran a Satellite Company in Gilbert but they had a bad reputation because the Mormon Church has a lock on Gilbert and if you are not Mormon you are not welcome. In addition, the Devil Dogs were still recent in people's minds. Dave Thompson in looking at what he could do came to ADL and gave a lot of money to have the Classroom of Difference program put in all of the schools. He reported that by the time Scottsdale gets around to looking at this it will be in every other school district.

Mr. Wieser presented information on the cost of the Classroom of Difference Program explaining it is \$5,000 per school for a two-year program and includes all of the materials. They target the freshman class and 25 – 30 students are hand selected. Mr. Rothman presented information on other schools that participate in this program. He noted Greenway has participated for the last three years and the Principal put together data on what it was like prior to the program.

Dr. McMillan inquired what variables they chose to measure success and how did they isolate those variables? Mr. Wieser noted that there are a lot of variables. He inquired if she was referring to the peer training. Dr. McMillan stated she felt the staff should receive the training before the kids because in the classroom environment, you could train every kid but if they do not have somebody to support the new learning and behavior, it will go back to status quo.

Mr. Wieser commented that they might be getting off topic of how the Commission can collaborate with the ADL and suggested they discuss how they can collaborate before they get into the details. Commissioner Gendron stated that he felt through the schools was the best way. Mr. Straus suggested they form a subcommittee to work with the ADL on the best ways to work with the schools and the group works off line to figure that out and come back with a proposal.

Dr. McMillan recapped that two options have been introduced as ways to collaborate with the ADL. The first option was Law Enforcement Training and the second was working with the schools. She noted that the Police Department has identified in their Strategic Plan hate crimes and racial profiling training. She suggested a motion be made to convene a working group comprised of commissioners to work off line and come up with a proposal to make this happen.

Mr. Straus stated in addition to the programs that have been discussed tonight there is a workplace program and a community program.

Dr. McMillan presented information on the mandatory diversity training for new employees.

Commissioner Gendron moved that the Scottsdale Human Relations Commission partner with the Anti-Defamation League and form a working group comprised of

commissioners to work off line and come up with a proposal to work with the Scottsdale Schools. Second by Vice Chair Culver and passed unanimously.

Commissioner Strickstein stated that in the past the best way to get make something happen in the schools is by a 16 year old making it happen or the Superintendent of the Schools making it happen.

Dr. McMillan suggested the committee meets and identifies whom in the School District they need to reach out to and have something tangible to reach out with. Commissioners' Gendron and Seiden volunteered to serve on the committee and it was suggested to have Commissioner Tyler serve. Commissioner Seiden suggested contacting John Baracy and Marla Abromawitz once the committee identified the program objectives and curriculum.

Commissioner Seiden inquired if there was any literature available. Mr. Wieser replied there is a list of literature on the website.

REGIONAL DR. MARTIN LUTHER KING, JR. UNITY WALK

Chair Tutelman announced the next year's Unity Walk is scheduled to take place Saturday, February 5, 2005 convening at Tempe Town Lake.

Dr. McMillan reported the cost of sponsorship per City is \$1,500

VALLEY-WIDE HUMAN RELATIONS COMMISSION CONVERSATIONAL EXCHANGE

Chair Tutelman announced the Scottsdale Human Relations Commission would host the next Valley-Wide HRC Conversational Exchange on Monday, November 8, 2004 in this room.

Dr. McMillan stated dinner will be at 5:30 p.m. and the meeting will start at 6:00 p.m. She explained that at the last exchange the Chair of the Chandler HRC laid out the agenda for the next meeting as follows:

- Review PSA
- Review communications in terms of finding ways to communicate between meetings.
- Day Labor.
- Unity Walk

Dr. McMillan stated Commissioner Strickstein suggested we revisit the format of the meetings because there is so much turn over from Commission to Commission. She noted at each meeting, each of the Commissions' provides one-page list of their activities

and events. She further noted that she has compiled that information and created a calendar of regional events.

Dr. McMillan commented on the difficulty of creating a process to communicate between meetings without violating the open meeting laws.

Commissioner Seiden inquired about the funding regarding the Unity Walk. Dr. McMillan replied that she would not know anything until after November. Commissioner Seiden inquired what is a reasonable donation. Dr. McMillan replied all donations are reasonable. She commented the T-shirts will cost around \$1,100.

PROMOTING UNITY IN THE COMMUNITY PROGRAM

Dr. McMillan provided an update on the status of the Promoting Unity in the Community Program. She stated that she felt anything the Commission does with the ADL would expand this program. She presented the flier that will be sent out to the schools to promote the program.

Commissioner Gendron reported there is a Home School Association. Dr. McMillan replied she would get that address and send out information.

Commissioner Seiden stated for clarity the schools come up with projects that promotes diversity and tolerance and if selected they are reimbursed a maximum of \$250.00. Dr. McMillan reviewed the process.

Commissioner Gendron made a motion to commend Dr. McMillan for doing an outstanding job. Second by Commissioner Seiden and passed unanimously.

VALLEY-WIDE HRC PSA

Chair Tutelman reported the Valley-Wide HRC Conversational Exchange took place Monday, August 30, 2004. He reviewed the storyboard for the PSA called "Ward and June" he explained it is a 50's vintage look. Also included in the PSA is 18 seconds of the Unity Walk. He reported in 30 seconds the PSA will convey the message that Human Relations Commissions are volunteers that celebrate diversity and promote dignity and respect.

Dr. McMillan stated the intent is to have the PSA run on the various cities cable channels and maybe get it aired on some local channels. She further stated that Chair Tutelman and she will be working with Mesa Public Schools, David Luna, and Fernando Cordova on the PSA.

STAFF LIAISON ITEMS

Dr. McMillan stated with regard to the Cross-Cultural series, there is a Native American Art Exhibit at the Scottsdale Museum of Contemporary Art in January. She explained there is an Artist who had been removed from his home as part of the government adoption program so his art depicts his being lost in between two cultures that he truly was not accepted in. The presentation will depict what happens regarding being adopted and raised in a White family and when he got older goes back to claim his roots and that he is not really embraced by either side. This will be phenomenal in terms of the ability to talk about those types of issues. The only difference where we normally offer these presentations twice it will only be offered once. She noted the artist would not be there.

Davida Smith explained that the McFarland family adopted Michael and Burt who are from the White Mountain Apache tribe and brought them into mainstream America. She stated that the brothers might want to discuss how that affected them.

Dr. McMillan provided an update on the status of the Hispanic Heritage Celebration activities. She reported the Spanish translation was completed today on all of the materials for the event. She further reported that the children's activities have been expanded greatly. The entertainment is more diverse than last year.

Commissioner Gendron inquired what we do at the booth. Dr. McMillan explained give out SHRC information. It is also an opportunity to talk to people and let them know about the advocate part of their program.

Dr. McMillan reported their booth has been moved behind the amphitheater. The issue they now have is lighting.

COMMISSION ITEMS

Vice Chair Culver stated there are two festivals on October the Pagan Pride Festival, and the Rainbow Festival. He further stated a large population of the GLBT community lives in this town and there are 60 businesses so we might want to become aware of their issues.

Vice Chair Culver reported that two people in the transgender community were killed one in Phoenix and one in Scottsdale and their bodies were dumped in trash bins. He further reported that these incidents were kept quiet.

Vice Chair Culver stated that he will be meeting with a member of the Muslim community in Tucson and he will see what the Commission can do to get involved.

ADJOURNMENT

There being no further business to come before the Commission, being duly moved and seconded, the meeting was adjourned at 7:18 p.m.

Respectfully submitted,

“For the Record” Court Reporters.